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CONSUMER TIME

R-18

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Produced by Consumers' Counsel Division of the Department of Agriculture,  
and presented in cooperation with Defense and non-Defense agencies  
of the United States Government working for consumers.

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1. ANNOUNCER: This is CONSUMER TIME.
2. FREYMAN: Mrs. America Volunteers!
3. ANNOUNCER: Is there something . . . ?
4. FREYMAN: No, there's nothing wrong . . today CONSUMER TIME  
brings you the story of . . .
5. WOMEN: Mrs. America Volunteers!
6. ANNOUNCER: Mrs. America Volunteers? What do you mean . .  
Mrs. America? And what is she volunteering for?
7. FREYMAN: What do I mean . . Mrs. America! You know her . .  
you talk to millions of Mrs. Americas every time  
you make an announcement.
8. ANNOUNCER: Oh, of course I do.
9. FREYMAN: And Mrs. America is volunteering her brains, her  
strength, her abilities, to help make America a  
nation of strong men and women.



10. ANNOUNCER: Tell us about it.
11. FREYMAN: You all know what the men in the army and navy are doing . . . you all know what the workers are doing in the factories . . . you know how the farmers are working hard to grow more food . . all of them working mightily to make our country strong. Every man in the country is trying to . . . . .
12. GOLDSTEIN: Excuse me, please. I am Mrs. Goldstein. I live in a big city, and I have a big family . . seven, to be exact . . Rosie, Louis, Esther, Sylvia and David. My husband, Mannie, works in a drug store, and I want to know what I can do to help.
13. GUNNAR: Mrs. America Volunteers!
14. HUNTER: My name is Hunter. I live in a pretty good sized town, and I have a family of five . . Dorothy, James, Jr., and Meredith. My husband, Ralph, is a dentist. What can I do to help make our country strong?
15. GUNNAR: Mrs. America Volunteers!



16. PETERSON: I am Hilda Peterson. My home is in the Middle West, and I live on a farm. I have four sons and three daughters, Peter, Carl, Olaf, and Nils, and Anna, Christine and Karen. My mother and my husband, makes ten all together. That's a lot to take care of, but what can I do? I want to help.
17. GUNNAR: Mrs. America Volunteers!
18. COSTELLO: And my name is Mrs. Costello. I have a big family too. Three boys . . Frankie, Anthony, and Nick. And three girls . . Mary, Angelina, and Rosa. My husband, Leo, he runs a truck . . two trucks. I want to help a lot to make my country strong. What can I do?
19. GUNNAR: Mrs. America Volunteers!
20. FREYMAN: Millions more of you want to help, . . want to know what you can do to make America strong. There are things you can do. Simple things that every woman from Maine to California can do . . every day, from today right straight through every week. And it's right up your alley, Mrs. America . . Listen!
21. GUNNAR: Food wins wars!
22. BRIGGS: And food makes peace!





23. FREYMAN: There's victory for nations where food is plentiful and meals are good.
24. GUNNAR: Food builds nerve, grit, and joy! . . assurance, strength, and stamina! Mrs. America, you can help give these to your children, your men, yourselves.
25. WOMEN: How?
26. FREYMAN: By learning the facts about food; how to plan it, how to buy it, and how to prepare it.
27. WOMEN: Tell us.
28. GUNNAR: Mrs. America buys with care. Listen closely . . .
29. BRIDGES: Here are some things that you . . every one of you . . . can do that will help you make your pennies and dollars do their full duty in bringing you your daily food. Some of these hints you may already know, but there may be some new ideas for you.
30. GUNNAR: All right, Mrs. Brown?
31. BROWN: I always plan before I buy. I figure out ahead what foods I'm going to need. That way my pennies go much farther.
32. GUNNAR: Mrs. Johnson?



33. JOHNSON: I always shop around, you know, to find out where the best buys are. Oftentimes I can save a lot in one week's shopping, just by finding out who is selling what I want at the best price.
34. GUNNAR: Mrs. Kelly?
35. KELLY: What I do is, I compare the prices of the different foods that have the same food value. Like canned stuff. I can save by knowing that a can of tomatoes, for instance, that has "U. S. Grade C" on the label, will give me the same amount of food value as one that says "Grade A" . . and I save several cents on each can.
36. GUNNAR: Mrs. Bryan?
37. BRYAN: When I have the money, I always buy in quantities when things are cheaper that way. Lots of times you can save maybe only a part of a penny on each single thing, but when you add up all those half pennies, it mounts up.
38. GUNNAR: Mrs. Camelli?
39. CAMELLI: I have been learning all about labels, and I always read the labels very carefully before I buy.  
I don't just look at the weight, but I try to find out all I can from the label, so I know pretty much for sure what I'm getting.



40. GUNNAR: Mrs. Cohen?

41. COHEN: I look at labels, too, there's lots of difference in cans and packages even when they look the same. What I do now is to figure out what each ounce costs. Then I compare them. The other day one small bottle of tomato catsup was selling for twelve cents. There were eight ounces, so that meant each ounce cost a penny and a half. A larger bottle of the same brand was on sale for twenty-one cents. That had twelve ounces. I got out my pencil and paper and found out that in the big bottle the catsup cost more than a penny and a half . . almost two cents an ounce. It wasn't a saving, and I got the little bottle. It sure pays to figure it out even if it takes a little extra time.

42. GUNNAR: Mrs. Taylor?

43. TAYLOR: I always buy by weight. I mean, I don't just ask for a dime's worth or dollar's worth. That way I know I'm getting what I'm paying for.

44. GUNNAR: Mrs. Franklin?



45. FRANKLIN: I buy by grade. Many things I can get that way . . meat, canned goods, and so on. When I want something extra nice, I get the best grade . . like Grade A eggs. And I know I have to pay a little more, but I also know I'm getting the better grade product. And then, if I don't need the best grade, I get the lower grade, and I pay a lower price, too.
46. GUNNAR: Mrs. Fairweather?
47. FAIRWEATHER: One thing I always do is to watch the scales to make sure I get the amount I'm paying for. I had a couple of experiences once, and now, no matter how crowded the store is, I always take plenty of time and make sure.
48. GUNNAR: Mrs. Brainard?
49. BRAINARD: I watch for the seasons when the different foods are the cheapest, and buy those things then, as often as I can. Like more eggs in the spring, and things like that. Some seasons foods cost a lot more than they do other times in the year.
50. GUNNAR: Mrs. Carliner?
51. CARLINER: I always check the bill to see I get everything I pay for. And I do it before I leave the store. When I get a lot of things at one time, I want to be sure I have them all.





52. GUNNAR: Mrs. Stevens?
53. STEVENS: I try to keep up to date on all the experts know about the foods my family needs. I know a lot of women who never read anything at all about new food discoveries and what foods people need, and all, but I think my family is healthier because I do try to keep up.
54. GUNNAR: Mrs. America buys with care!
55. BRIGGS: That's the story of Mrs. America buying with care. Each one of those women mentioned only one thing . . each one of those ideas won't save you much money, but put them all together and you'd be surprised how much farther your dollars will go, and how much more food you'll be able to buy.
56. FREYMAN: If you want to help, . . Mrs. Goldstein, Mrs. Hunter, Mrs. Peterson, Mrs. Costello, and all the rest of you . . if you want to help make your families strong . . those are some of the things to remember.
57. BRIGGS: But that's only part of the story. Listen again . .
58. GUNNAR: Mrs. America plans with care!
59. BRIGGS: To get the meals that mean sound health . . strong bones . . strong teeth, healthy bodies, alert minds, rosy cheeks and sparkling eyes.



60. FREYMAN: To do this, you who want to help, you must learn now to plan three healthful meals each day.
61. WOMEN: How can we do it? We want to know.
62. FREYMAN: These are the foods you need for a low cost diet . . . milk.
63. GUNNAR: Three or four cups a day for each child. Two or three cups a day for each grown-up.
64. FREYMAN: Meat, poultry, or fish.
65. BRIGGS: Four to six times a week.
66. FREYMAN: Vegetables.
67. GUNNAR: Once a day, sometimes twice. Include the leafy, green and yellow varieties five or six times a week. Eat some raw.
68. FREYMAN: Potatoes and sweet potatoes.
69. BRIGGS: Twice a day, usually.
70. FREYMAN: Bread and cereals.
71. GUNNAR: Bread in some form at every meal. Breakfast cereal every day. Rice, hominy, macaroni, and other cereal products three or four times a week.
72. FREYMAN: Fruit.



73. BRIGGS: Once a day. Serve Vitamin C-rich fruits as often as you can.
74. FREYMAN: Dry beans, peas, nuts.
75. BRIGGS: Three or four times a week.
76. FREYMAN: Those are the kinds and amounts of some of the foods that will give you and every member of your family the nourishment you need.
77. GUNNAR: Mrs. America plans with care.



78. FREYMAN: She makes her pennies work hard. But she also prepares her food with care. No vitamins are going to go running down the sink in the water she cooked the vegetables in. No food is wasted that can be used. Foods are cooked in the way that will preserve their fullest food value.
79. GUNNAR: Mrs. America prepares with care!
80. BRIGGS: Here too, are things you can learn, Mrs. America. Listen!
81. FREYMAN: Not long ago I was calling on a friend . . a young woman who doesn't have a very large family, but her husband isn't making very much money, either. She has to really keep on her toes to see that her youngsters and her husband get all the good things from the food she buys and cooks. We got to talking about how she managed so well on her very limited budget, and she pulled out a little memo pad, just full of notes she had made on various foods . . . and their food value . .
82. MURPHY: Here's my page on eggs . . .

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83. FREYMAN: "Use better grades . . when I can . . for boiling, frying and poaching.

"For economy, use lower grades for sauces and baked dishes.

"Cook eggs slowly, at moderate heat. Fast cooking toughens whites."

84. MURPHY: And here's my page on milk . .

85. FREYMAN: "Fluid skim milk has all the food values of whole milk except those in the cream or butter.

"One quart of skim milk plus one and a half ounces of butter equals one quart of whole milk.

"Unpasteurized milk should be boiled before drinking."

86. MURPHY: Here's another page . . on meat and fish, and poultry.

87. FREYMAN: "Lean parts of cheaper cuts and grades are as nutritious as the more expensive ones.

"Use trimmings and bones to flavor soups and left-over vegetables.

"Liver, kidneys and heart are higher in food values than some other meat cuts.



88. MURPHY: And here's my page on vegetables and fruits.

89. FREYMAN: "Put leafy vegetables, green and yellow-colored vegetables, at top of marketing list.

"Don't forget Vitamin-C rich fruits and vegetables, like oranges, grapefruit, tomatoes, raw cabbage and fresh raw turnips.

"Eat fruit raw as often as possible . . some vegetables are best raw.

"Standard grades of canned fruits and vegetables are as nourishing as fancy grades."

90. MURPHY: Here's another page . . on bread and cereals . .

91. FREYMAN: "Whole grain breads and cereals have more food values than the highly refined kinds.

"Enriched breads and flours have more food values than ordinary white breads and flours.

"Home cooked cereals cost less than the ready-to-eat kind. Some of them are higher in food values."

92. GUNNAR: Mrs. America prepares her food with care.

93. FREYMAN: Are you keeping little notes like that? Are you, Mrs. Costello?

94. COSTELLO: No, that's a new idea for me.



95. FREYMAN: Are you, Mrs. Peterson?

96. PETERSON: Not like that.

97. FREYMAN: How about you out there listening to us? Do you keep a notebook with all the ideas you can get about foods and food values? And about how you can save a little here and there, and still give your families the foods they need?

I wonder.

98. WOMEN: We don't know about all those things. Where can we find out?

99. GUNNAR: Just published by the Consumers Counsel in the Department of Agriculture is the story of Mrs. America Volunteers.

A special issue of the CONSUMERS' GUIDE magazine, giving you facts to help you plan the food you and your families need . . . facts on how to buy those foods economically and wisely . . . facts about how to prepare those foods so they keep their food values.

100. FREYMAN: A marketing list for families that have to watch their pennies and dollars, with the amounts of each food clearly figured out so there's no chance of your going wrong.



101. BRIGGS: And a marketing list for families that can afford to spend a little more for their food, but who still need to include all the necessary foods.
102. GUNNAR: Suggestions for dinners, using the foods included on the marketing lists.
103. BRIGGS: With pictures and tables to help you figure out for yourself just what your own individual family should eat to keep strong and healthy.
104. FREYMAN: Food wins wars. Food makes peace. There's victory for nations where food is plentiful and meals are good.
105. GUNNAR: There's victory in victuals!
106. WOMEN: Where can we get these facts?
- We want to volunteer.
107. FREYMAN: Mrs. America has enrolled. Do you want to join in making our Nation strong? You can begin today, in your own kitchen, on your land. That's where one frontier of sound health lies, within the reach of your own hand. That's where you, too, can start to work for victory.
108. WOMEN: Where can we get this magazine?





109. BRIGGS: It's very simple. Have you a pencil and a piece of paper handy? Just put this address down . . Consumers' Counsel, Department of Agriculture, Washington, D. C. Now all you have to do is to send a penny post card to that address and ask for your copy of "Mrs. America Volunteers." We'll be very happy to send you a copy, free.
110. WOMEN: Tell us that address again.
111. GUNNAR: Listen closely . . Consumers' Counsel, Department of Agriculture, Washington, D. C. Just send us a penny postal card, with your name and address and the call letters of the station to which you are listening. Ask for your free copy of "Mrs. America Volunteers."
112. ANNOUNCER: CONSUMER TIME today has told you the highlights in the story of how American women are volunteering to do their part in planning meals that will build abundant strength, in conserving food values that will make spirits sturdy and bodies radiant with health, in preparing foods that will be fun and good to eat.

(MORE)



Be sure to write for your copy of "Mrs. America Volunteers" . . a special issue of the magazine CONSUMERS' GUIDE. It's free, and all you have to do to get it is to write to Consumers' Counsel, Department of Agriculture, Washington, D. C.

Give us your name and address and the call letters of the station over which you heard this program.

At this same time next week CONSUMER TIME will bring you the facts you need about . . .

113. GUNNAR: How to buy a winter coat.
114. NANCY: Facts about lard and how to use it.
115. ANNOUNCER: CONSUMER TIME is produced by the Consumers' Counsel in the Department of Agriculture, and is presented in cooperation with Defense and non-Defense agencies of the United States Government working for consumers. Be with us again next week . . will you?

CONSUMER TIME has been presented as a Public Service by NBC and the independent radio stations associated with the Red Network of the National Broadcasting Company.

